



*Chilled Prepared Beans for Food Service
- 4LB pillow bags and Grab & Go Dips*



Think Outside the Can!

THE \$2.2B OPPORTUNITY

Convenience and **quality** have been mutually exclusive in the \$2.2B bean category – until now.



Easy	✓	○	✓
Tasty	○	✓	✓
Healthy	○	✓	✓
Fresh	○	✓	✓

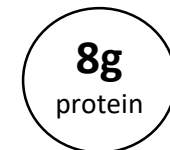
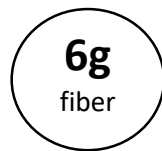
“The **first innovation** in beans since the can!”



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THE SOLUTION

Better Bean offers many **easy, tasty, healthy & fresh** flavors made with simple, high quality ingredients





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FOOD SERVICE LINE

- Grab & Go - 8oz dips, 2.5oz Single Serve & Snack Pack
- Back of House – Refrigerated 4lb pillow bags





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EXAMPLE FOOD SERVICE APPLICATIONS

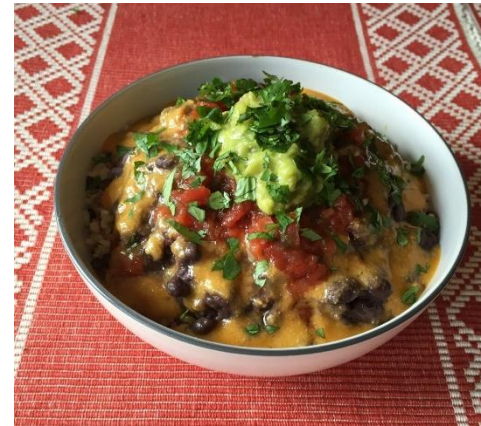
Vegetarian Tacos Bars



Pasta, Beans & Pesto



Bean Burrito Bowl Bars





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FOOD SERVICE LINE

Better Bean Food Service Line

- Back of House – 4lb pillow bags (~14 cents/oz)
- Front of House – 8oz dips, 2.5oz single serve & Snack Pack

Better Bean Food Service Items 2019 FOB Price list and Specs										
Description	Hain Code	Item UPC	Case GTIN	Pack/Size		FOB Case	FOB Unit	Unit Depth	Unit Width	Unit Height
Better Bean 8OZ Dips, 2.5OZ Single Serve & Snack Pack										
OG Onion & Tomatillo Red Bean 8OZ Dip- Mild	BB1061	8-52405-00238-3	10-8-52405-00238-0	8	8oz	\$16.56	\$ 2.07	3.875	4.75	1.875
OG Serrano & Onion Black Bean 8OZ Dip - Medium	BB1071	8-52405-00237-6	10-8-52405-00237-3	8	8oz	\$16.56	\$ 2.07	3.875	4.75	1.875
OG Chipotle & Lime Red Bean 8OZ Dip - Medium	BB1081	8-52405-00236-9	10-8-52405-00236-6	8	8oz	\$16.56	\$ 2.07	3.875	4.75	1.875
OG Cuban Black Bean Single Serve 3 PK - Mild	BB1009	8-52405-00227-7	10-8-52405-00242-7	9	3/2.5oz	\$18.63	\$ 2.07	2.95	2.95	3.25
Snack Pack Refried Black Bean with Multigrain Chips	BB1010	8-52405-00229-1	10-8-52405-00229-8	8	2.5oz+chips	\$12.40	\$ 1.55	1.5	3.5	6
OG Cuban Black Bean 2.5OZ Singles Retail - Mild	BB1014	8-52405-00242-0	20 8 52405 00242 4	27	2.5oz	\$18.09	\$ 0.67	2.95	2.95	1.11
OG Serrano & Onion Black Bean 2.5OZ Retail - Med	BB1015	8-52405-01271-9	20 8 52405 01271 3	27	2.5oz	\$18.09	\$ 0.67	2.95	2.95	1.11
Better Bean 4LB Pillow Bags										
Refried Red Beans - Pillow Bag	BB1022	8-52405-00210-9	10 8 52405 00210 6	4	64oz	\$26.96	\$ 6.74	12	6	2
Refried Black Beans - Pillow Bag	BB1002	8-52405-00211-6	10 8 52405 00211 3	4	64oz	\$26.96	\$ 6.74	12	6	2
Cuban Black Beans - Pillow Bag	BB1007	8-52405-00212-3	10 8 52405 00212 0	4	64oz	\$26.96	\$ 6.74	12	6	2
Three Sisters Chili - Pillow Bag	BB1012	8-52405-00217-8	10 8 52405 00217 5	4	64oz	\$32.64	\$ 8.16	12	6	2
Roasted Chipotle Refried Beans - Pillow Bag	BB1027	8-52405-00220-8	10 8 52405 00220 5	4	64oz	\$26.96	\$ 6.74	12	6	2
Southwest Pinto Beans - Pillow Bag	BB1035	8 52405 00270 3	10 8 52405 00270 0	4	64oz	\$26.96	\$ 6.74	12	6	2
Better Baked Beans - Pillow Bag	BB1032	8 52405 00271 0	10 8 52405 00271 7	4	64oz	\$32.64	\$ 8.16	12	6	2
Whole Conventional Black Beans - Pillow Bag	BB3000	8-52405-00223-9	10 8 52405 00223 6	6	64oz	\$33.18	\$ 5.53	12	6	2
Whole Conventional Pinto Beans - Pillow Bag	BB3010	8-52405-00224-6	10 8 52405 00224 3	6	64oz	\$33.18	\$ 5.53	12	6	2
Whole Conventional Garbanzo - Pillow Bag	BB3020	8-52405-00225-3	10 8 52405 00225 0	6	64oz	\$33.18	\$ 5.53	12	6	2



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Market Trends — Fresh Food, Healthy Snacking, Plant-Based & Mexican

- Consumers are looking for healthy, quick snackable meals (WSJ, Feb. 16, 2018)
- Fresh foods are associated with health (Mintel, Better-for-you Food and drink trend, US, 2017)
- Plant based proteins are growing in popularity – 61% of consumers want plant based proteins.
- Mexican food is 3rd most popular food in US over hamburgers, showing “Mexican food is truly a dietary staple, heavily consumed by Americans all year round.” (CHD Expert, May 2014).
 - Since 2008 & 2010 respectively, salsa has outsold ketchup & tortillas have outsold buns.

94% of adults **snack daily**.*

72% of Americans eat **Mexican Food & ingredients** on a regularly basis consumers**

61% of consumers want **plant based proteins** as part of their weekly diet.***

64% of consumers aged 18-34 are buying more **better-for-you foods** compared to a year ago.****

* Mintel, Snacking Motivations and Attitudes, May 2017

** Statista, US Census, 2017

***According to a research study done by Packaged Facts in 2015

**** Mintel, Better-for-you Food and drink trend, US, 2017



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Unique Health Profile – Elevate Snacking!

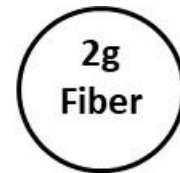


Double the protein and fiber of hummus

Less than half the sodium of leading natural salsa, guacamole & hummus!

Certified : Organic, Non-GMO, Vegan, Gluten Free & Kosher.

High in anti-oxidants, minerals and b vitamins





Think Outside the Can!

Unique Flavor & Texture Profile



Kettle-cooked with onion, tomatillo & pepper

Skillet-sautéed for rich caramelized flavor

Finished with apple cider vinegar for bright flavor

Whole bean texture surprises & delights!

What makes Better Beans better?



Grown on a
beautiful bean
farm



Brought directly
to Better Bean
after hulling and
sorting



Soaked to
activate
phytonutrients



Cooked slowly to
blend flavors of
spices, onions,
tomatillos



Sauteéd to add
rich caramelization



Packed fresh and
kept refrigerated
for depth of flavor
and nutrients



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MARKET TREND – FRESH CLEAN LABEL

A few quality ingredients carefully prepared

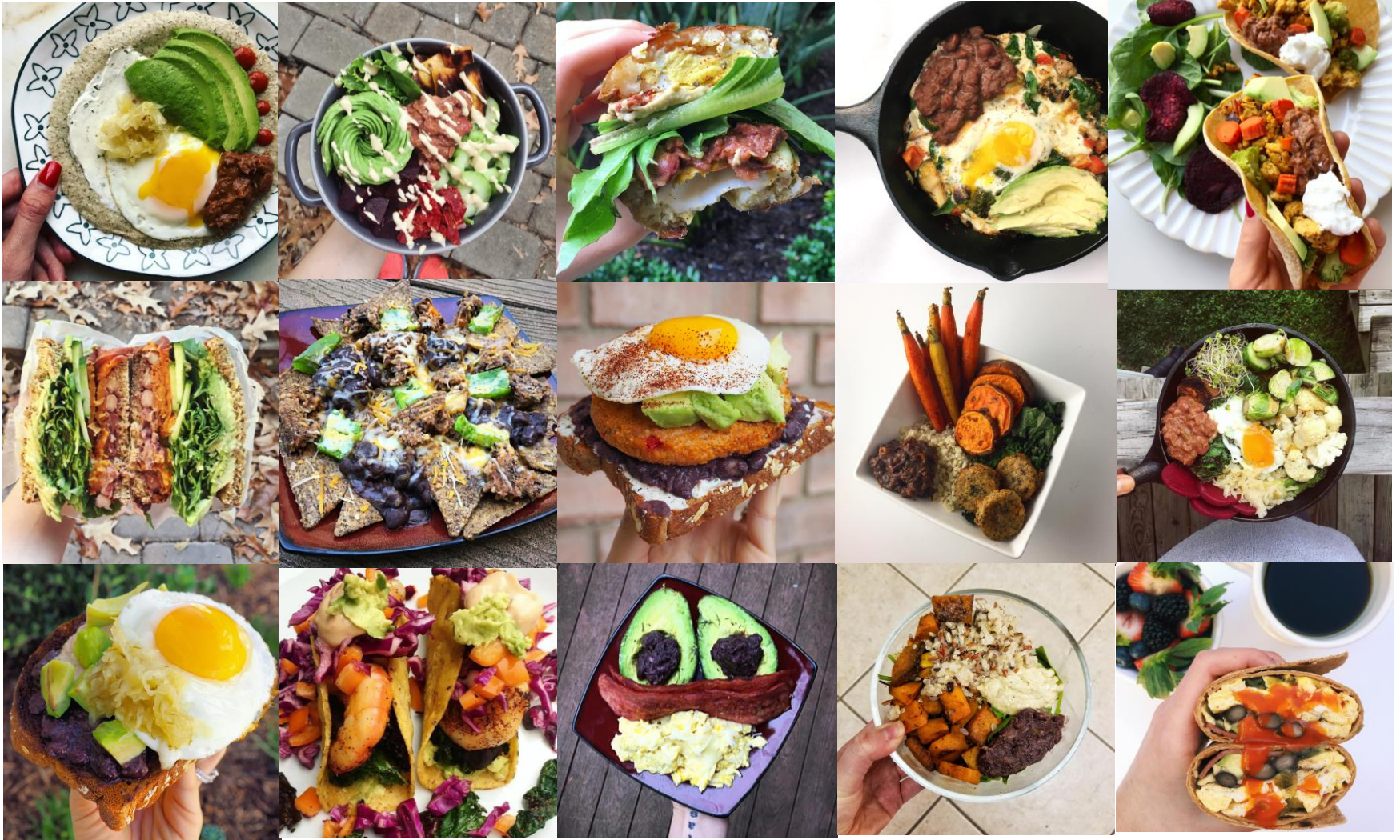




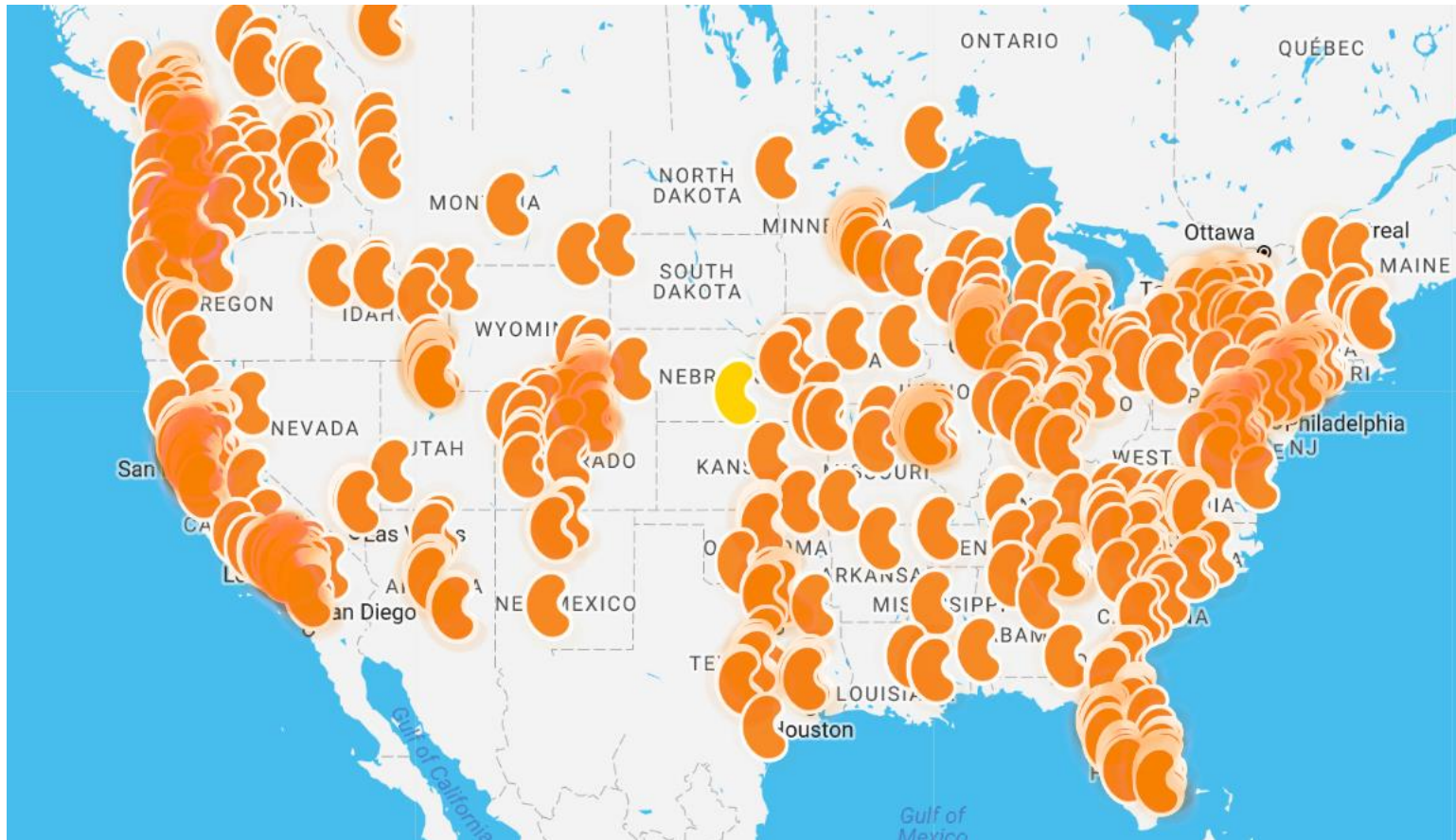
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BEANS - \$2.2B GROCERY MARKET

Beans, the new \$2.2B **staple** for healthy families!



Retail Distribution in over 1000 stores in 44 states





Think Outside the Can!

OUR MISSION

Our mission is to inspire people to fall in love with beans!

- Founded by father-daughter foodie team, Keith & Hannah Kullberg.
- Created in and manufactured in our production kitchen in small batches. Audited by Silliker.



BE THE CHANGE.

Our dedication to sustainability, transparency, quality and fair business practices has earned us status as a Certified B Corp., using the power of business to solve social and environmental problems.



Think Outside the Can!

Join us in elevating the bean to its rightful place in our cuisine!

